

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: J. Nellenbach

DATE: August 5, 1991

FROM: Carlos Arana

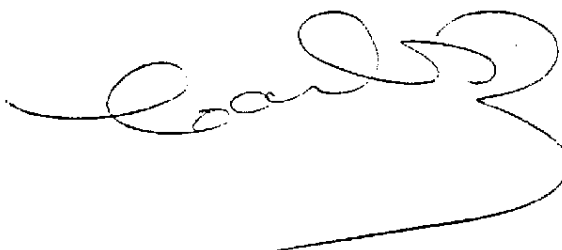
SUBJECT: Benson & Hedges Blues Talent Search
Sales Force Elements Memo

Please find attached the elements memo for the Benson & Hedges Blues Talent Search test program in Chicago.

Please review and distribute to the Section Office. As per our discussion, your office will prepare the distribution list.

Thank you.

cc: C. Greer
P. Henriques
M. Jolda
L. McCullagh
E. Merlo
E. Moore
M. Salzman
J. Scully
W. Smith



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